

Form PTO-1449

U.S. DEPARTMENT OF COMMERCE

ATTY. DOCKET NO.

SERIAL NO.

(REV. 8-83)

PATENT AND TRADEMARK OFFICE

T702-02

09/516,983

INFORMATION DISCLOSURE CITATION

APPLICANT

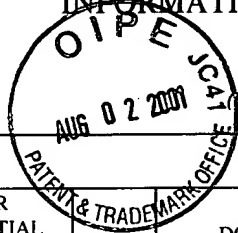
ELDERING ET AL.

FILING DATE

01 MARCH 2000

GROUP

2711



(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

| EXR INITIAL | DOCUMENT NUMBER | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|----------------|-----------------|-------|------------------|-------|----------|-------------------------------|
| AAA | 4 2 5 8 3 8 6 | 03/81 | Chueng | 358 | 84 | |
| ABB | 5 6 0 0 3 6 4 | 02/97 | Hendricks et al. | 348 | 1 | |
| ACC | 5 7 2 4 5 2 1 | 03/98 | Dedrick | 395 | 226 | |
| ADD | 5 7 5 8 2 5 9 | 05/98 | Lawler | 455 | 5.1 | |
| AEE | 5 9 1 5 2 4 3 | 06/99 | Smolen | 705 | 14 | |
| AFF | 6 0 2 0 8 8 3 | 02/00 | Herz et al. | 345 | 327 | |
| AGG | 6 1 0 8 6 3 7 | 08/00 | Blumenau | 705 | 7 | |
| AHH | 6 1 1 9 0 9 8 | 08/00 | Guyot et al. | 705 | 14 | |
| AII | 6 1 3 4 5 3 2 | 10/00 | Lazarus et al. | 705 | 14 | |
| AJJ | 6 1 7 7 9 3 1 | 01/01 | Alexander et al. | 345 | 327 | |

FOREIGN PATENT DOCUMENTS

| | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
|----|-----------------|-------|---------|-------|----------|-------------|----|
| | | | | | | YES | NO |
| BB | 9 7 1 2 4 8 6 | 04/97 | WO | | | | |
| BC | 9 7 1 7 7 7 4 | 05/97 | WO | | | | |
| BD | 9 7 4 1 6 7 3 | 11/97 | WO | | | | |
| BE | 9 8 2 1 8 7 7 | 05/98 | WO | | | | |
| BF | 9 8 2 8 9 0 6 | 07/98 | WO | | | | |
| BG | 9 8 3 4 1 8 9 | 08/98 | WO | | | | |
| BH | 9 9 0 1 9 8 4 | 01/99 | WO | | | | |
| BI | 9 9 0 4 5 6 1 | 01/99 | WO | | | | |
| BJ | 0 0 0 8 8 0 2 | 02/00 | WO | | | | |
| BK | 0 0 1 3 4 3 4 | 03/00 | WO | | | | |
| BL | 0 0 1 4 9 5 1 | 03/00 | WO | | | | |
| BM | 0 0 3 3 2 2 4 | 06/00 | WO | | | | |

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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8887.3002CNT

09/516,983

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ELDERING ET AL.

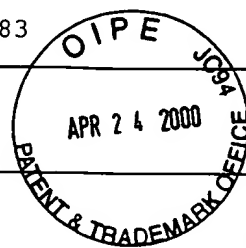
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GROUP

UNKNOWN

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U.S. PATENT DOCUMENTS

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|----------------|----|-----------------|---|---|---|---|---|---|-------|--------------------|-------|----------|-------------------------------|
| J | AA | 5 | 9 | 7 | 4 | 3 | 9 | 9 | 10/99 | Giuliani et al. | 705 | 14 | |
| J | AB | 4 | 7 | 4 | 5 | 5 | 4 | 9 | 05/88 | Hashimoto | 364 | 402 | |
| J | AC | 5 | 7 | 4 | 0 | 5 | 4 | 9 | 04/98 | Reilly et al. | 705 | 14 | |
| J | AD | 5 | 4 | 1 | 0 | 3 | 4 | 4 | 04/95 | Graves et al. | 348 | 1 | |
| J | AE | 5 | 7 | 4 | 9 | 0 | 8 | 1 | 05/98 | Whiteis | 707 | 102 | |
| J | AF | 6 | 0 | 1 | 2 | 0 | 5 | 1 | 01/00 | Sammon, Jr. et al. | 706 | 52 | |
| J | AG | 5 | 7 | 1 | 0 | 8 | 8 | 4 | 01/98 | Dedrick | 395 | 200.47 | |
| J | AH | 5 | 6 | 3 | 6 | 3 | 4 | 6 | 06/97 | Saxe | 395 | 201 | |
| J | AI | 5 | 7 | 9 | 6 | 9 | 5 | 2 | 08/98 | Davis et al. | 395 | 200.54 | |
| J | AJ | 5 | 7 | 0 | 4 | 0 | 1 | 7 | 12/97 | Heckerman et al. | 395 | 61 | |
| J | AK | 5 | 6 | 1 | 9 | 7 | 0 | 9 | 04/97 | Caid et al. | 395 | 794 | |

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| | | | | | | | | | | | | | YES | NO |
| J | BA | 9 | 9 | 4 | 4 | 1 | 5 | 9 | 09/99 | WO | | | | |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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|---|----|---|
| J | CA | IEEE Publication "A Framework for Targeting Banner Advertising on the Internet", by Gallagher, K. and Parson, J., January 1997, 12 pages. |
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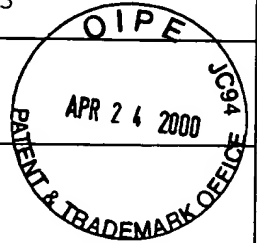
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|----------------|----|-----------------|---|---|---|---|---|---|-------|-------------------|-------|----------|-------------------------------|
| | AL | 6 | 0 | 0 | 5 | 5 | 9 | 7 | 12/99 | Barrett et al. | 348 | 1 | |
| | AM | 5 | 9 | 4 | 8 | 0 | 6 | 1 | 09/99 | Merriman et al. | 709 | 219 | |
| | AN | 5 | 7 | 6 | 1 | 6 | 0 | 1 | 06/98 | Nemirofsky et al. | 455 | 3.1 | |
| | AO | 4 | 6 | 0 | 2 | 2 | 7 | 9 | 07/86 | Freeman | 358 | 86 | |
| | AP | 5 | 4 | 4 | 6 | 9 | 1 | 9 | 08/95 | Wilkins | 455 | 6.2 | |
| | AQ | 5 | 1 | 5 | 5 | 5 | 9 | 1 | 10/92 | Wachob | 358 | 86 | |
| | AR | 5 | 7 | 7 | 4 | 1 | 7 | 0 | 06/98 | Hite et al. | 348 | 9 | |
| | AS | 5 | 5 | 6 | 5 | 9 | 0 | 9 | 10/96 | Thibadeau et al. | 348 | 9 | |
| | AT | 5 | 0 | 9 | 9 | 3 | 1 | 9 | 03/92 | Esch et al. | 358 | 86 | |
| | AU | 5 | 3 | 1 | 9 | 4 | 5 | 5 | 06/94 | Hoarty et al. | 348 | 7 | |
| | AV | 5 | 2 | 2 | 3 | 9 | 2 | 4 | 06/93 | Strubbe | 358 | 86 | |

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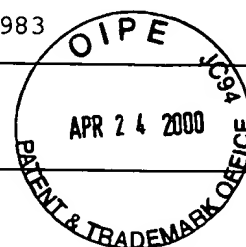
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|----------------|----|-----------------|---|---|---|---|---|---|-------|-----------------|-------|----------|-------------------------------|
| <i>JS</i> | AW | 5 | 9 | 9 | 1 | 7 | 3 | 5 | 11/99 | Gerace | 705 | 10 | |
| <i>JS</i> | AX | 5 | 9 | 7 | 4 | 3 | 9 | 6 | 10/99 | Anderson et al. | 705 | 10 | |
| <i>JS</i> | AY | 5 | 8 | 4 | 8 | 3 | 9 | 6 | 12/98 | Gerace | 705 | 10 | |
| <i>JS</i> | AZ | 5 | 7 | 6 | 1 | 6 | 6 | 2 | 06/98 | Dasan | 707 | 10 | |
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